**Ready Washington Updates  
July 21, 2014**

1. **Facebook & Twitter**

Through eight months, the Ready Washington Facebook page nearly 11,000 page likes. Our Twitter followers have increased tremendously in the past two months to more 1,027 and we have high engagement (replies, retweets, mentions). We are in the planning stages to coordinate our Facebook and Twitter buys/paid posts to coordinate with our paid media campaign.

1. **Statewide Poll**Partnership for Learning, on behalf of Ready Washington, paid for a statewide poll of 900 voters (a third of whom were parents) on Common Core and assessments to measure awareness, understanding and support. Nearly 70 percent of Washington residents said they support Common Core State Standards in a new statewide poll released Wednesday by Partnership for Learning, the education foundation of the Washington Roundtable. Support for the new learning standards was nearly identical in three regions surveyed: King County (71%), western Washington (71%) and eastern Washington (67%). All polling materials are available at: <http://bit.ly/2014WAEduPoll>.
2. **Paid Media**With funding from the Bill & Melinda Gates Foundation, we have finalized a digital media/radio advertising plan. In consultation with GMMB, we will launch the first flight of our 2014-15 digital advertising plan in September. We are in the design process for our digital ads now. We are leveraging resources developed by the PIE Network and creating original products that can be used both on social media and in our digital ad campaign.

We will use online ads, pre-roll video ads and paid search ads in the campaign. Additionally, we will use 10-15 second reads on NPR stations in Seattle and Spokane.

1. **Parent Outreach**

Through a two-year, $120,000 grant from College Spark Washington, Partnership for Learning and the Washington State PTA, representing Ready Washington, are finalizing a plan for a parent outreach program (train the trainer concept). We have a goal of reaching all 32 PTA councils and for those councils to each reach 75 percent of their units.

We have created a nearly 60-page workbook using the PTA model for training regional PTA leads, who will then use that to train district and local PTAs to build awareness and understanding of Common Core and Smarter Balanced.

Partnership for Learning and Washington State PTA will deliver its first training to approximately 25 regional leads on Aug. 2-3. From there, regional leads will train other PTA leads in their region to deliver presentations about Common Core in their schools and communities.

Other deliverables include:

* Send online survey to all 120,000 Washington State PTA members to gauge understanding, awareness and support of Common Core (pre- and post-trainings)
* Present at specific conferences/meetings around the state
* Translate materials into Spanish

1. **Focus groups/surveys**

In April and May, Partnership for Learning conducted parent/community focus on Common Core and the aligned assessments. Additionally, we provided survey cards for parents to fill out at the May annual State PTA convention (approximately 100 respondents) and sent an online survey to every Washington state legislator.

Below are some details regarding the four in-person focus groups:

* South Seattle, convened by Tabor 100
* Central District, Seattle, convened by Parents for Student Success
* Tacoma, convened by Vibrant Schools coalition
* Yakima, convened by Schools Out Washington

Participants said they receive their information about CCSS and education primarily via email, word of mouth, Internet, & social media and sometimes from teachers

Overall themes of the focus groups included:

* + ethnic and racial inequities will persist;
  + implementation is critical;
  + people are more skeptical when the Common Core aspirations are presented as fact; and
  + common and higher standards are perceived as a good thing … just so long the entire system changes.

OSPI and PFL disseminated a survey, which closely mirrors the content of the statewide PTA survey – to Washington state legislators in mid July; to date no responses have been received.

1. **Teacher Voices Network**

In the spring, we launched a [teacher voices blog](http://www.readywa.org/teachers-voices.html) and videos at ReadyWA.org and received tremendous response. We are recruiting more educator voices and will re-launch the effort when the school year begins. Our teachers have participated in stories, press conferences (Smarter Balanced) and written op-eds. In addition, we are partnering with Puget Sound ESD’s CORElaborate program, which has 13 teachers in its social media cadre. We are exploring different ways to collaborate.

1. **High Quality Assessment Project**

We continue to have conversation with the High Quality Assessment Project (HQAP) about ways to partner on communications initiatives and to receive potential technical assistance and materials from HQAP when needed. HQAP has been working with about 15 advocates in 10 states over the past year to help strengthen their work, focus and support of policymakers in adopting high-quality/Common Core-aligned assessment. Washington is now part of the HQAP group.

1. **Statewide communications summit**In late April, Partnership for Learning and OSPI staff, representing Ready Washington, helped coordinate ASCD’s [Common Core Communications Leadership Summit](http://www.ascd.org/common-core-state-standards/implementation-resources-for-washington.aspx), attended by 250 people (mostly from WA school districts). PFL made two presentations to the conference on communicating about Common Core. Also in April, Partnership and OSPI staff presented at the State PTA convention and in Oregon at Philanthropy NW’s annual conference.